

Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

Claims 1 to 21 (Canceled).

1 22 (New). A product sales method implemented on a product management
2 system connected to access a product database and a purchaser database and
3 communicating with one or more terminals, the method comprising the steps
4 of:

5 accepting by the product sales system from one of said one or more
6 terminals a purchase request for a product, said purchase request including
7 information provided by a purchase applicant of conditions for redemption of
8 a requested product;

9 transmitting by the product sales system the purchase request to the
10 product management system;

11 based on a received purchase request, accessing the product database
12 and examining by the product management system available products to
13 determine whether a product is available to meet requirements of the purchase
14 request;

15 when a product is available to meet requirements of the purchase
16 request, issuing by the product management system the product in
17 accordance with the purchase request of the purchase applicant;

18 after issuing the product, updating the product database and the
19 purchaser database by the product management system, the purchaser
20 database including a redemption permitting purchaser list and conditions of
21 redemption;

22 when a product is not available to meet requirements of the purchase
23 request, accessing and searching by the product management system the

24 purchaser database to determine whether purchasers of like products are
25 included in the redemption permitting purchaser list;

26 when a purchaser who obtained a product that meets the requirements
27 of the purchase request is found on the redemption permitting purchaser list,
28 examining by the product management system the conditions of redemption
29 to determine whether a replacement product that satisfies the redemption
30 conditions can be provided for the purchaser who agreed to permit product
31 redemption;

32 when a replacement product that satisfies the redemption conditions is
33 found, redeeming by the product management system the product from a
34 purchaser who agreed to permit product redemption and providing the
35 purchaser a replacement product and, thereafter, issuing the redeemed
36 product to the purchase applicant; and

37 when the redeemed product is issued to the purchase applicant,
38 updating the product database and the purchaser database by the product
39 management system.

1 23 (New). The product sales method according to claim 22, wherein when
2 none of the purchasers who purchased products are on the redemption
3 permitting purchaser list, or when a replacement product that satisfies the
4 redemption conditions is not available, further comprising the step of
5 notifying the purchase applicant by the product management system that the
6 products are sold out.

1 24 (New). The product sales method according to claim 22, wherein when a
2 product is redeemed, privileges are provided a purchaser who agreed to permit
3 product redemption in accordance with preestablished redemption points.

1 25 (New). The product sales method according to claim 24, wherein the

2 redemption points dynamically change as time elapses.

1 26 (New). The product sales method according to claim 25, further comprising
2 the step of displaying redemption points to a prospective purchase applicant
3 on said one terminal prior to the step of accepting a purchase request of a
4 product.

1 27 (New). The product sales method according to claim 22, wherein the
2 product is a ticket.

1 28 (New). The product sales method according to claim 27, wherein the
2 thicket is an airline ticket.

1 29 (New). The product sales method according to claim 27, wherein the
2 thicket is a movie ticket.

1 30 (New). The product sales method according to claim 27, wherein the
2 thicket is a sports event ticket.

1 31 (New). The product sales method according to claim 22, wherein the
2 product is a hotel reservation.

1 32 (New). A product sales system which provides a product sales service via
2 a communication network, comprising:

3 a product management system which manages product data for
4 products and information concerning product purchasers;
5 one or more terminals connected to said product management system
6 for selling products, said terminals providing access to said product sales
7 system for making a purchase request of a product on behalf of a purchase

8 applicant, the product management system providing an input screen to the
9 terminal in which purchase applicant redemption conditions can be entered for
10 a replacement for the product if it is redeemed;

11 a product database connected to and accessed by the product
12 management system to manage product data, relevant information concerning
13 product sales being updated by the product management system, the product
14 management system issuing a product to a purchase applicant when a product
15 is available that meets requirements of a purchase applicant; and

16 a purchaser database connected to and accessed by the product
17 management system to manage the information concerning the product
18 purchasers, the purchaser database including a redemption permitting
19 purchaser list with redemption conditions, the product management system
20 searching the purchaser database when no product is available in the product
21 database that meets requirements of a purchase applicant to determine if a
22 product that meets the requirements of the purchase applicant is found on the
23 redemption permitting purchaser list and, if so, the product management
24 system examining the conditions of redemption and accessing the product
25 database to determine whether a replacement product that satisfies the
26 redemption conditions can be provided for the purchaser who agreed to permit
27 product redemption, and if a replacement product that satisfies the redemption
28 conditions is found, the product management system redeeming the product
29 from a purchaser who agreed to permit product redemption and providing the
30 purchaser a replacement product and, thereafter, issuing the redeemed
31 product to the purchase applicant.

1 33 (New). The product sales system according to claim 32, wherein the
2 product management system, the product database and the purchaser database
3 are located on the communication network, and access to the product sales
4 system for the purchase a product by employing the user terminal if via the

5 Internet.

1 34 (New). The product sales system according to claim 32, wherein the
2 product management system, the product database and the purchaser database
3 are located on the communication network, and the product sales system is
4 provided as management server services.

1 35 (New). The product sales system according to claim 32, wherein the
2 product management system, upon redemption of product, awards privilege
3 credits to a purchaser who has agreed to permit product redemption.

1 36 (New). The product sales system according to claim 35, wherein the value
2 of the privilege credits that are awarded are set in accordance with specific
3 redemption conditions.

1 37 (New). The product sales system according to claim 35, wherein the value
2 of the privilege credits that are awarded for a redemption are dynamically set
3 as time elapses.

1 38 (New). The product sales system according to claim 37, wherein the
2 product management system displays redemption points to a prospective
3 purchase applicant on said one terminal prior to accepting a purchase request
4 of a product.

1 39 (New). The product sales system according to claim 32, wherein the
2 product is a ticket.

1 40 (New). The product sales system according to claim 39, wherein the ticket
2 is an airline ticket.

1 41 (New). The product sales system according to claim 39, wherein the thicket
2 is a movie ticket.

1 42 (New). The product sales system according to claim 39, wherein the thicket
2 is a sports event ticket.

1 43 (New). The product sales system according to claim 32, wherein the
2 product is a hotel reservation.

1 44 (New). A storage medium on which a computer-readable program is stored,
2 said computer-readable program including code which implements a product
3 sales method on a product management system connected to access a product
4 database and a purchaser database and communicating with one or more
5 terminals, the method comprising the steps of:

6 accepting by the product sales system from one of said one or more
7 terminals a purchase request for a product, said purchase request including
8 information provided by a purchase applicant of conditions for redemption of
9 a requested product;

10 transmitting by the product sales system the purchase request to the
11 product management system;

12 based on a received purchase request, accessing the product database
13 and examining by the product management system available products to
14 determine whether a product is available to meet requirements of the purchase
15 request;

16 when a product is available to meet requirements of the purchase
17 request, issuing by the product management system the product in
18 accordance with the purchase request of the purchase applicant;

19 after issuing the product, updating the product database and the

20 purchaser database by the product management system, the purchaser
21 database including a redemption permitting purchaser list and conditions of
22 redemption;

23 when a product is not available to meet requirements of the purchase
24 request, accessing and searching by the product management system the
25 purchaser database to determine whether purchasers of like products are
26 included in the redemption permitting purchaser list;

27 when a purchaser who obtained a product that meets the requirements
28 of the purchase request is found on the redemption permitting purchaser list,
29 examining by the product management system the conditions of redemption
30 to determine whether a replacement product that satisfies the redemption
31 conditions can be provided for the purchaser who agreed to permit product
32 redemption;

33 when a replacement product that satisfies the redemption conditions is
34 found, redeeming by the product management system the product from a
35 purchaser who agreed to permit product redemption and providing the
36 purchaser a replacement product and, thereafter, issuing the redeemed
37 product to the purchase applicant; and

38 when the redeemed product is issued to the purchase applicant,
39 updating the product database and the purchaser database by the product
40 management system.

1 45 (New). The storage medium according to claim 44, wherein, in the method
2 implemented by the computer code, when none of the purchasers who
3 purchased products are on the redemption permitting purchaser list, or when a
4 replacement product that satisfies the redemption conditions is not available,
5 further comprising the step of notifying the purchase applicant by the product
6 management system that the products are sold out.

1 46 (New). The storage medium according to claim 44, wherein, in the method
2 implemented by the computer code, when a product is redeemed, privileges
3 are provided a purchaser who agreed to permit product redemption in
4 accordance with preestablished redemption points.

1 47 (New). The storage medium according to claim 46, wherein, in the method
2 implemented by the computer code, the redemption points dynamically change
3 as time elapses.

1 48 (New). The product sales method according to claim 47, wherein the
2 method implemented by the computer code further comprising the step of
3 displaying redemption points to a prospective purchase applicant on said one
4 terminal prior to the step of accepting a purchase request of a product.